

Combined Bachelor of Commerce (major in Marketing) and Bachelor of Entrepreneurship & Innovation (BI364)

For students commencing in Semester 1 2019 at the South Street, Murdoch Campus

This sample study plan is based on the 2019 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

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	Semester 1		Semester 2	
Year 1	MSP100 Career Learning: Managing Your Career	3pts	ICR101 The Innovator's Mindset	3pts
	BUS123 Management in a Global Environment	3pts	BUS124 Global Marketing	3pts
	BUS163 Introduction to Accounting	3pts	BUS122 Business in Society	3pts
	BUS171 Foundations of Economics	3pts	BSL165 Foundations of Business Law	3pts
		12pts		12pts
Year 2	MSP200 Career Learning: Developing Skills or	3pts	ICR201 Foundations of Entrepreneurship	3pts
	MSP201 Real-World Learning	3pts	ICR203 Social Innovation & Entrepreneurship	3pts
	BUS368 Cultures of Innovation	3pts	BUS221 Entrepreneurial Strategy	6pts
	BUS225 Services, Relationship & Retail Marketing	3pts		
	Option	3pts		
		12pts		12pts
Year 3	BUS353 Making it Real: Operations & Project Management for Scale	3pts	ICR202 Environmental Design and Innovation	3pts
	BUS334 Business Analytics	3pts	BUS299 Consumer Behaviour	3pts
	Option	3pts	BUS210 Marketing Research & Analysis	3pts
	Option	3pts	Option	3pts
		12pts		12pts
Year 4	MSP201 Real-World Learning or	3pts	BUS367 The Compelling Entrepreneur: Stand and Deliver	3pts
	BUS399 The Signature Experience	3pts	BUS350 Strategic Marketing	3pts
	BUS365 Influencing on the Inside	3pts	BUS370 Cross Cultural Marketing	3pts
	BUS369 Standing in the Nexus: Bridging People and Networks	3pts		
	BUS359 Digital & Social Media Marketing	3pts		
		12pts		12pts